



## May 2021 Kindness Challenge: Make Kindness Go Viral through Social Media!

This month let's use the power of social media algorithms for the positive! Remember, more activity means a post will be shown to more people, so let's minimize the negative, accentuate the positive and make kindness go viral! Here are some easy ideas for you to try!

### When you are scrolling:

#### Amplify other people's positive and kind posts and comments!

1. Like a positive and kind post that someone else wrote
2. Comment kindly on a positive and kind post that someone else wrote
3. Like a kind comment someone else has added to a positive and kind post
4. Comment kindly on someone else's kind comment
5. Re-share a positive and kind post that someone else wrote

#### Ignore negative, unkind posts and comments!

6. Scroll past negative and unkind posts
7. Don't comment on negative and unkind posts
8. Don't become involved in negative and unkind comment threads; arguing simply amplifies the post and shows it to more people
9. Report negative and unkind posts that are bullying, threatening, and disparaging
10. Block and unfollow people who regularly post negative and unkind posts

### When you are posting:

#### Be deliberately kind:

11. Thank people! Tag them in your post so that they can see and share with others!
12. Post regularly about kindnesses you experience!
13. Ask others to comment and post about kindness they've experienced
14. Even if you don't know them, add kind comments on others' posts like 'Congratulations', 'Great job!' They'll feel great, and you'll make new friends!
15. Don't post about bad experiences publicly. Reach out directly to the company or person and deal with it on a one-to-one basis!

#### Accentuate the positive:

16. Post positive reviews of companies and services you use and love
17. Support local businesses and kind organizations by liking and commenting on their posts
18. Challenge yourself to post one kind post a day for the entire month! Let's make **May 2021 The Kindest Social Media Month Ever!**

For more free and easy ideas about how to spread kindness every day and everywhere, please visit **The Love and Kindness Project Foundation!**

[www.loveandkindnessproject.org](http://www.loveandkindnessproject.org)

Thank you for helping us make **#2021KindestYearEver**